

AMENDMENTS TO THE CLAIMS

1 to 6. (Cancelled)

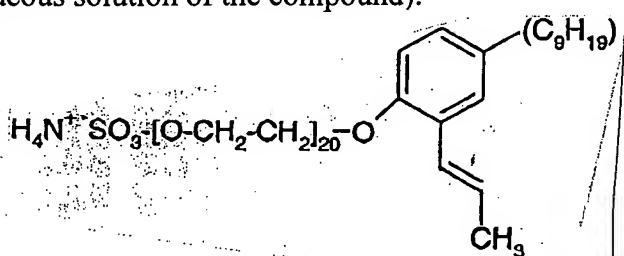
7. (New) A process for preparing a pressure sensitive adhesive having enhanced resistance to water-whitening comprising the steps of:

- (a) forming a mixture in water of
 - (i) an initial amount of a polymerization initiator which produces radicals by a thermal decomposition to form a mixture and optional further surfactant;
 - (ii) a water-dispersible polymerizable surfactant selected from ethoxylated alkyl phenol sulfate surfactants,
- (b) forming a polymerizable aqueous pre-emulsion comprising
 - (i) a hydrophobic monomer mixture comprising at least one alkyl (meth)acrylate ester of an C₁₋₄ alcohol and up to about 30% by weight of the mixture of at least one styrenic monomer,
 - (ii) at least about 1% of the total weight of (i) to (iii) of one or more hydrophilic monomer(s),
 - (iii) at least about 5% of the total weight of (i) to (iii) of at least one partially hydrophilic monomer(s) selected from N-vinyl pyrrolidone; alkyl (meth)acrylate esters of methanol or ethanol; or mixtures thereof,

the pre-emulsion further comprising the surfactant;

- (c) contacting a portion of the pre-emulsion formed from step (b) with the water mixture formed from step (a);
- (d) continuously adding further of said pre-emulsion formed from step (b) to said mixture formed from step (c) to polymerize said pre-emulsion to form a latex emulsion, and optionally adding further polymerization initiator during the polymerization of said pre-emulsion; and
- (e) optionally adjusting the pH of said latex emulsion with a suitable base to a pH of about 6.5 to about 9.

8. (New) A process as claimed in claim 7, in which (a)(ii) the polymerizable surfactant is that available commercially from Hitachi Chemicals under the trade name Hitanol BC-2020 (a 20% by weight aqueous solution of the compound).



9. (New) A process as claimed in claim 8, in which the monomers in the pre-emulsion consists essentially of:

(b)(i) the hydrophobic monomers: 2-ethyl hexyl acrylate (EHA), and alpha methyl styrene (MSTY),

(b)(ii) the hydrophilic monomers: acrylic acid (AA) and methacrylic acid (MAA), and

(b)(iii) the partially hydrophilic monomer: methyl acrylate (MA).

10. (New) A process as claimed in claim 9, in which (a)(i) the thermal polymerization initiator (PI) is potassium persulfate.

11. (New) An adhesive composition obtained by a process as claimed in any of claims 7 to 10.

12. (New) A label facestock comprising a pressure sensitive adhesive as claimed in claim 11.

13. (New) An article labeled using a label facestock as claimed in claim 12.

14. (New) A method for labeling an article comprising the steps of

(a) dispensing a label from a label facestock as claimed in claim 12, and

(b) adhering the dispensed label onto the article.

15. (New) A labeled article obtained by a method as described in claim 14.